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WATCH I LOVE



### Interview Alexandre Beauregard

On: 28 April 2024

Reading Time: < 1 minute

**On the first day of Watches & Wonders 2024, we meet with Alexandre Beauregard, the mind, spirit and hand behind the Beauregards Watches. If until now, the Maison specialised on exclusively ladies' watches, this year, the Canada-originated independent brand launched its first gentlemen's watch – Beauregards & Vianney Halter present 'Ulysse', in collaboration with, as you might already know, the one and only Vianney Halter.**

I have to admit that this new men's watch took me completely by surprise since I got used to seeing only fabulous ladies' pieces. The collaboration – even more...

So I asked Alex some questions about [Ulysse](#) and this year's novelties – [Jardin d'hiver](#).

I met Alex in January 2019, almost a year after he launched his brand. A common acquaintance introduced us with the remark: "*Andrei, you have to see this!*" It was [Dahlia](#)... which was also selected at the Grand Prix de l'Horlogerie de Genève 2018.

The idea of the interview grew in my mind after many similar encounters with Alex. Our meetings are always casual – we greet each other and talk freely. The same at Watches & Wonders 2024 – no pre-prepared questions or second takes. It's just two friends catching up, even though it's been more than half a year since we last saw each other, and this time, Ulysse and the ladies' novelties were the topic of conversation. Enjoy!

Big thanks to Diana who recorded the interview.



Note: the sound is a bit sketchy due to the powerful noise filtering applied. The open booth at W&W is not an ideal place to record sound and I pushed the noise level as low as possible. Please comment below if you find it too disturbing and I will try to find a better solution for the next recordings.